AWARENESS

Goals

Opens dialogue with stakeholders and community members

Make the community aware of the risk!!!

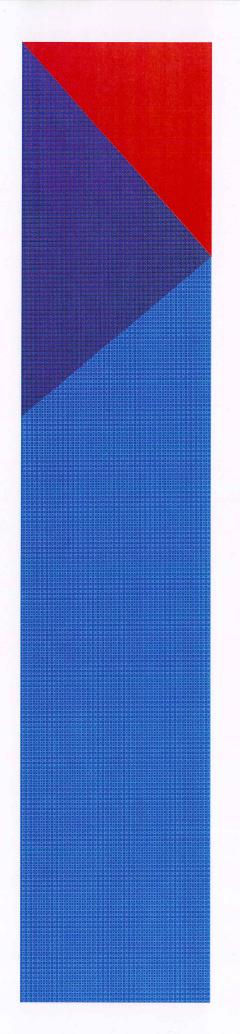
Drivers and Pedestrian alike....

Education:

Changing behavior through information

Community Outreach

Ensuring that all residents and visitors have access to the proper information...

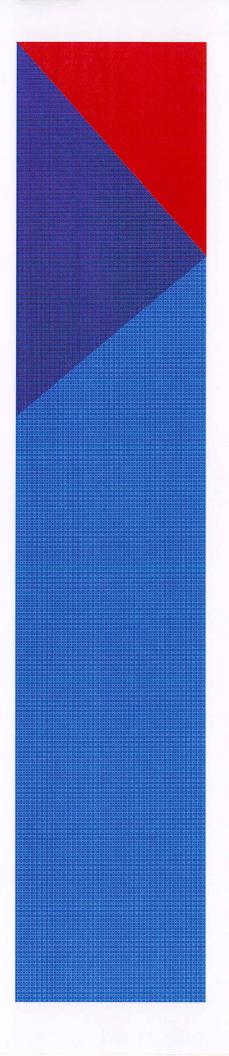


AWARENESS PROPOSAL

Road Sign Notification

Strategically placed roadway banners
Estimated Cost \$1200.00 for (3) banners

- Raises driver awareness of pedestrians
- Increases everyone's situational awareness



PROPOSAL CONT.

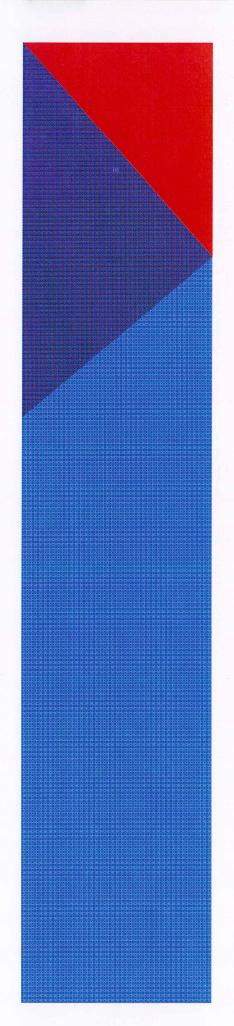
Attention Grabbing Text/Contrasting Color

Proposed Text

Look, Cross, Live

Fort Myers Beach a "Pedestrian" Safe Community!

Other Suggestions Welcomed!

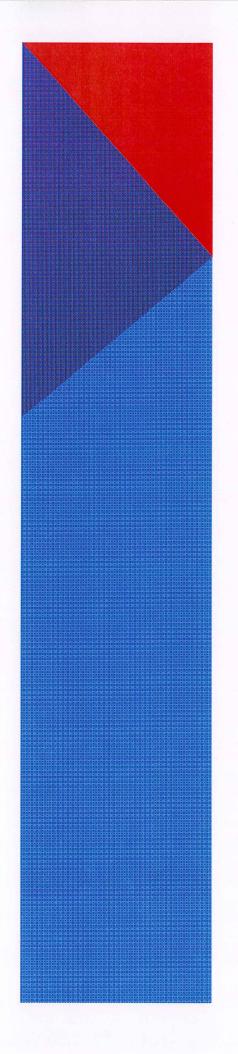


PUBLIC EDUCATION

Changing Behavior

Requires buy in from all identified stakeholders!

- Hotels
- Bike Rentals
- Community shopping centers



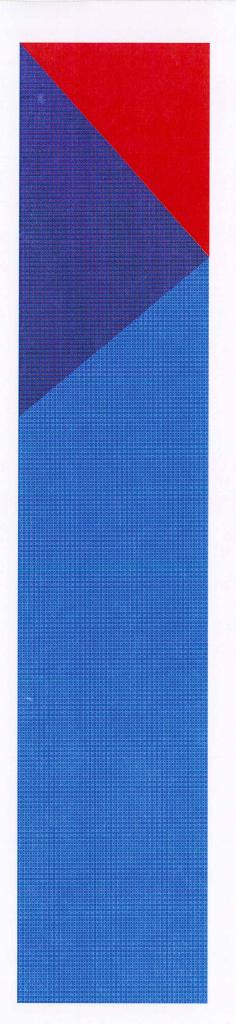
EDUCATION CONT.

Educational Information

Pre-authored brochures available for download from FMB website, FD, and LCSO...

Cost Low, Exposure is Moderate.....

Community outreach at public safety venues...



COMMUNITY OUTREACH

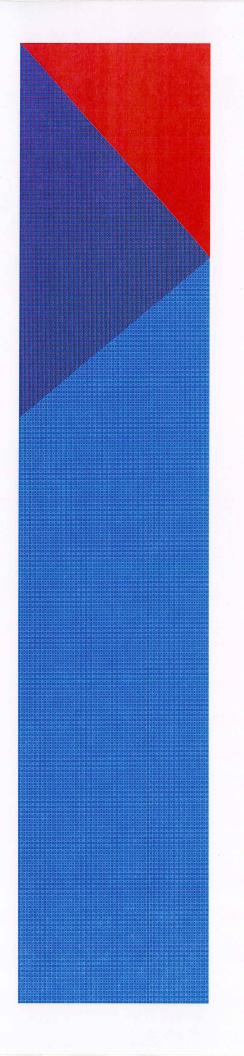
FMB BEACH PEDISTRIAN SAFETY DAY:

JOINT EFFORT BETWEEN ALL COMMUNITY PARTNERS AND PUBLIC SAFETY.

Educate, Raise awareness, and hopefully Change Behavior

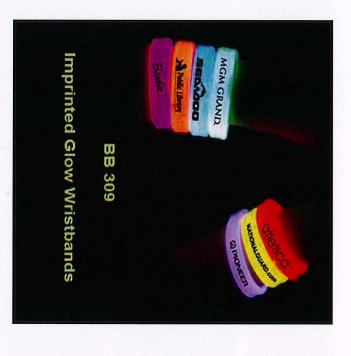
Proposed Site: Sanitini Plaza

Proposed Date: January or February of 2013



COMMUNITY OUTREACH PROPOSAL: INCREASE **VISIBILITY OF PEDESTRIANS**

OPTION 1: \$1519.00



OPTION 2: \$1800.00



RECAP OF EDUCATION/AWARENESS PROPOSAL

Raise Awareness

"People can't change behavior, if they do not know its poor behavior"

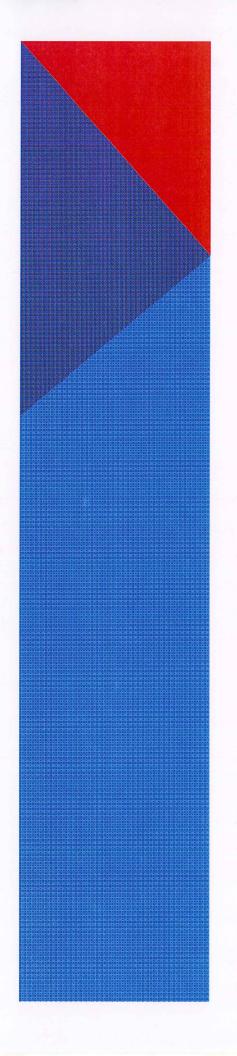
Education:

"Changing behavior through information"

Community Outreach

All out effort to raise awareness and to educate

safety entities to combat the problem of pedestrian safety on FMB...... Demonstrate cohesive commitment by all community stakeholders and public



AWARENESS

Goals

Opens dialogue with stakeholders and community members

Make the community aware of the risk!!!

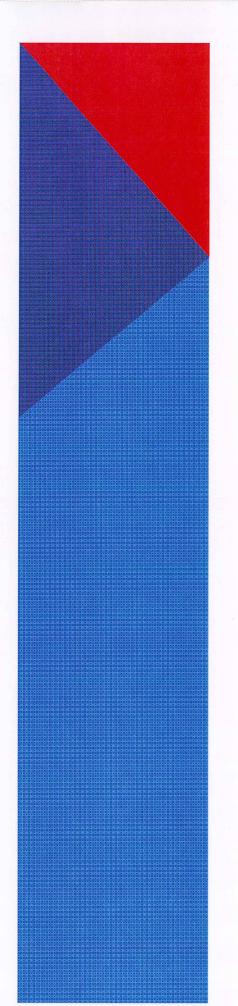
Drivers and Pedestrian alike....

Education:

Changing behavior through information

Community Outreach

Ensuring that all residents and visitors have access to the proper information...

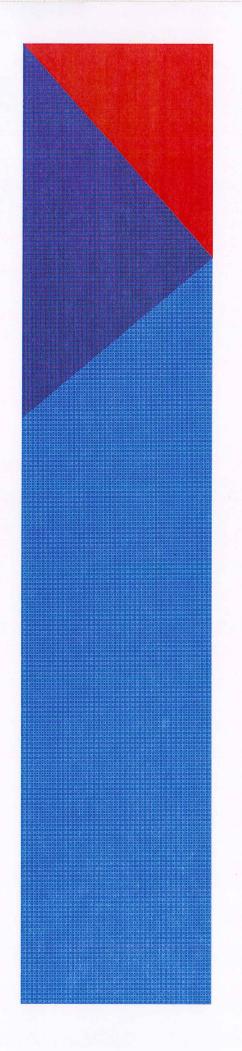


AWARENESS PROPOSAL

Road Sign Notification

Strategically placed roadway banners
Estimated Cost \$1200.00 for (3) banners

- Raises driver awareness of pedestrians
- Increases everyone's situational awareness



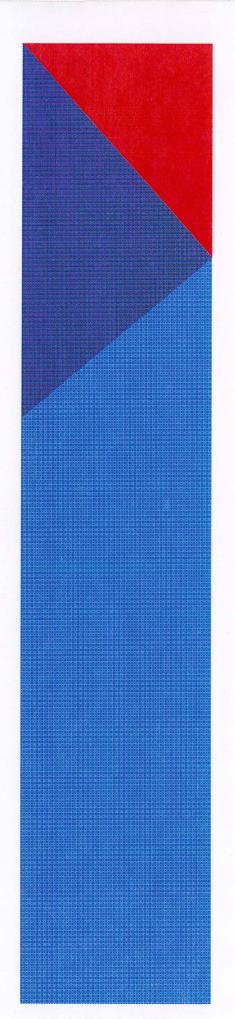
PROPOSAL CONT.

Attention Grabbing Text/Contrasting Color

Proposed Text Look, Cross, Live

Fort Myers Beach a "Pedestrian" Safe Community!

Other Suggestions Welcomed!

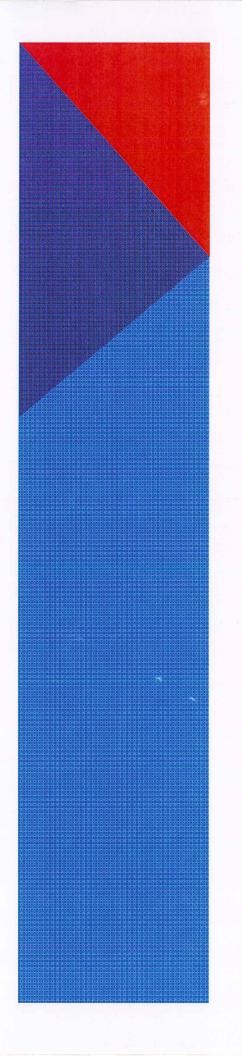


PUBLIC EDUCATION

Changing Behavior

Requires buy in from all identified stakeholders!

- Hotels
- Bike Rentals
- Community shopping centers



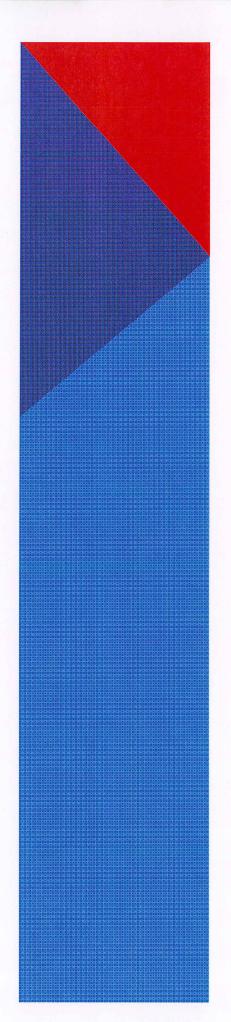
EDUCATION CONT.

Educational Information

Pre-authored brochures available for download from FMB website, FD, and LCSO...

Cost Low, Exposure is Moderate.....

Community outreach at public safety venues...



COMMUNITY OUTREACH

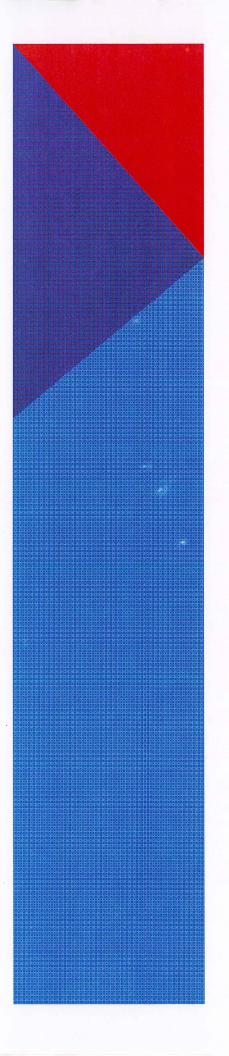
FMB BEACH PEDISTRIAN SAFETY DAY:

JOINT EFFORT BETWEEN ALL COMMUNITY PARTNERS AND PUBLIC SAFETY.

Educate, Raise awareness, and hopefully Change Behavior

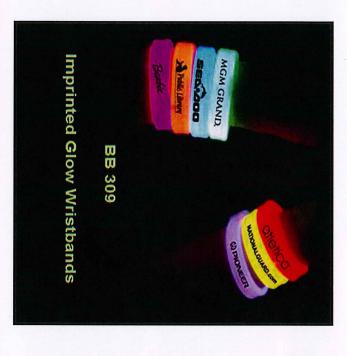
Proposed Site: Sanitini Plaza

Proposed Date: January or February of 2013



VISIBILITY OF PEDESTRIANS COMMUNITY OUTREACH PROPOSAL: INCREASE

OPTION 1: \$1519.00



OPTION 2: \$1800.00



RECAP OF EDUCATION/AWARENESS PROPOSAL

Raise Awareness

"People can't change behavior, if they do not know its poor behavior"

Education:

"Changing behavior through information"

Community Outreach

All out effort to raise awareness and to educate

safety entities to combat the problem of pedestrian safety on FMB...... Demonstrate cohesive commitment by all community stakeholders and public

